



The Coalition Training Conference
The Revolutionary Federal Market

Governmentwide Focus

January 14, 2026

- 7:00—8:30 AM** **Registration and Networking Breakfast**
- 8:30—8:45 AM** ***Welcome Remarks***
Main Ballroom
- **Roger Waldron**, President, The Coalition for Common Sense in Government Procurement
- 8:45—9:15 AM** ***Opening Remarks from GSA Deputy Administrator***
Main Ballroom
- **Mike Lynch**, Acting Deputy Administrator, General Services Administration (GSA)
- 9:15—10:00 AM** ***Policy and Program Priorities of the Revolutionary Federal Market***
Main Ballroom
- **Larry Allen**, Associate Administrator, Office of Government-wide Policy, GSA
 - **Laura Stanton**, Deputy Commissioner, Federal Acquisition Service, GSA
- 10:00—11:00 AM** ***The Revolutionary Federal Market: GSA's Consolidation Action Plan***
Main Ballroom
- **Moderator: Roger Sion**, Managing Director, Deloitte
 - **Mark Lee**, Assistant Commissioner Office of Policy and Compliance, GSA
 - **Christina Kingsland**, Assistant Commissioner, Office of Transportation, Travel and Logistics, GSA
 - **Joel Lundy**, Acting Deputy Assistant Commissioner, Office of IT Category Management, GSA
 - **Brian Isbrandt**, Acting Assistant Commissioner, Office of Strategy and Innovation, GSA
- 11:00—11:15 AM** **Break**
- 11:15—12:15 PM** ***The Revolutionary Federal Market: Acquisition Highlights***
Main Ballroom
- **Sheri Meadema**, Assistant Commissioner, Office of Professional Services and Human Capital, GSA
 - **Pete Burr**, Acting Assistant Commissioner, Office of Assisted Acquisition, GSA

- **Jeff Lau**, Assistant Commissioner, Office of General Supplies and Services, GSA
- **Larry Hale**, Acting Assistant Commissioner, Office of Information Technology Category, GSA

12:15—1:30 PM

Networking Lunch

1:30—2:10 PM

Luncheon Keynote Address with OFPP Administrator

Main Ballroom

- **The Honorable Dr. Kevin Rhodes**, Administrator, Office of Federal Procurement Policy

2:10—2:25 PM

Break

2:25—3:25 PM

The Revolutionary FAR Overhaul – What’s Next?

Main Ballroom

- **Moderator: Jim Fennel**, Partner, Assurance Services, and Aerospace, Defense and Government Industry Lead, Aprio
- **Jeff Koses**, Senior Procurement Executive, GSA
- **John Tenaglia**, Principal Director, Defense Pricing, Contracting, and Acquisition Policy (DPCAP)
- **Marvin Horne**, Acting Senior Procurement Executive, Deputy Chief Acquisition Officer, and Assistant Administrator for Procurement, National Aeronautics and Space Administration (NASA)

3:25—3:40 PM

Break

3:40—4:55 PM

Nuts & Bolts Sessions

- **The New Schedules Market: Transactional Data Reporting and More**
 - **Moderator: Jim Dunn**, Sr. National Government Sales Manager, Grainger
 - **Greg Rollins**, Deputy Assistant Commissioner, Office of Policy and Compliance, GSA
 - **Steve Hutchinson**, Chief of MAS Policy, Office of Policy and Compliance, GSA
 - **Paula Hance**, Procurement Analyst, General Supplies and Services, GSA
 - **Adam Soderholm**, Director, Center for Professional Services, GSA
- **Integrated Award Environment (IAE)/SAM.gov**
 - **Moderator: Sean Doherty**, CEO, GovDash
 - **Katherine Rollins**, Acting Assistant Commissioner, Office of Awards, Regulatory & Oversight Systems, GSA
 - **Zack Sionakides**, Director, Awards Division (IAE), Office of Awards, Regulatory & Oversight Systems, GSA
 - **Brian Gilman**, Office of Awards, Regulatory & Oversight Systems, GSA
- **The New IT GWAC Market**
 - **Moderator: Mike Pullen**, Vice President, CGI Federal
 - **Joanne Woytek**, SEWP Program Director, NASA

- **Ricky Clark**, Director, National Institutes of Health Information Technology Acquisition and Assessment Center (NITAAC)
- **Cheryl Thornton**, Deputy Assistant Commissioner for Acquisition Office of Information Technology Category, GSA
- **Updating MAS Ordering Guidance to Support FAR Revolutionary Overhaul Enhancements**
 - **Moderator: Theresa Urban**, Vice President, Assisted Acquisition, GDIT
 - **Jeff Calhoun**, MAS Solicitation CO, Solicitation Management Office, GSA
 - **Jack Tekus**, Director, Multiple Award Schedule (MAS) Program Management Office, GSA

4:55—6:30 PM Networking Reception

All participants and guest speakers are encouraged to attend and continue the day's conversations at the networking reception.

All Day: "Ask the PMO" Tabletops

VA MSPV One-on-One Meetings

VA MSPV Team

"Ask the PMO" NITAAC Table

Vernon Hadley, Senior Contract Administrator, NITAAC
Ed Wilgus, Executive Outreach Team, NITAAC